

High School Video Contest Video Shorts – Contest Submission Guidelines

DEADLINE FOR ENTRIES:

October 4, 2019

Calling all Massachusetts high school students!

In summer 2017, MassDOT launched a statewide campaign to raise awareness about the need for motorists, pedestrians and cyclists to safely share our Commonwealth's streets. This initiative seeks to help reduce the number of motor vehicle crashes involving pedestrian and cyclists by reminding motorists, pedestrians, and cyclists to "Scan the Street for Wheels and Feet." The campaign slogan emphasizes the notion that everyone who is traveling on a roadway is responsible for doing his/her part to ensure safety.



Write and produce a one minute commercial video that focuses on one or several of the crash statistics from the campaign and be sure to use the slogan "Scan the Street for Wheels and Feet."

Campaign crash statistics:

- 1 in 4 deaths in motor vehicle crashes involve people walking or bicycling.
- 30% of fatal or serious injuries from crashes involving people walking happen in marked crosswalks.
- 31% of fatal or serious injuries from crashes involving people bicycling happen when vehicles are turning.
- 33% of fatal or serious injuries from crashes involving people bicycling happen at intersections.
- 47% of fatal or serious injuries from crashes involving people walking happen in the dark.

Other highlight safety tips:

- Check your mirrors and blind spots for people bicycling.
- Be careful when approaching crosswalks. If another driver has stopped, there may be a person crossing

Here's How: Write and produce a one minute video with a call to action for what you, and/or your friends, and/or your family, and/or your local community need to do in order to see a world where there are no pedestrian or bicyclist injuries or fatalities. Keep in mind that top videos may be used in future safety campaigns on MBTA digital boards.

Videos must adhere to the following guidelines:

- You must be an active Massachusetts high school student during the 2019-2020 academic year in order to participate in the contest.
- A helmet must be worn if any person is shown on a bicycle, unless it is a specific example of what NOT to do.
- You must not mention the MassDOT name or use the logo within your video. All accepted videos will have the MassDOT and Safe Streets Smart Trips logos placed within the video by the video submission staff.
- You must not use any copyrighted music.
- Your message within the video must incorporate:
 - At least one of the crash statistics from the campaign
 - Wording or a depiction of the benefits of the smart choices all travelers can make to avoid a crash

Winning videos from previous year's contests can be found at <https://www.mass.gov/roadway-safety-video>

Prizes: The contest features two entry categories – a freshman/sophomore category and a junior/senior category. A grand prize and runner-up will be selected in each category.

Grand prize winners will receive:

- a \$600 Amazon gift card
- a prize packet of sponsor prizes

Runner-up winners will receive:

- a \$300 Amazon gift card
- a prize packet of sponsor prizes

Eligibility: All current Massachusetts high school students who are enrolled in the 2019-2020 academic year are eligible to participate. Students may submit individual entries or work as a group with up to five students. Please note that the prizes will be awarded per video, not per participating student.

Submission Rules: A school official must sign the registration form for any videos submitted by a student. In the case of a homeschooled student, a parent/guardian must sign the registration form.

All video submissions must be sent no later than 5 p.m. EST October 4, 2019 to be considered as part of the contest.

Upon selection, winners will be notified and must respond within three business days.

Every entrant must be aware of and adhere to the following conditions:

Videos must be submitted in one of the following formats: .MOV, .AVI, .WMV, .MPEG4

Please note that videos using any foul language or inappropriate actions, as deemed so by the selection committee, will be disqualified.

How to submit: Videos must be submitted by sending a Dropbox shared link to Diane Hanson at Diane.Hanson@dot.state.ma.us by 5:00 p.m. EST October 4, 2019. Videos must adhere to the aforementioned guidelines. After uploading a video submission, a registration form needs to be emailed to Diane Hanson at Diane.Hanson@dot.state.ma.us and filled out in its entirety. Entrants must also include the full names of student/team participants and the name of the school.

Selection of Winners: Once all videos have been submitted, a selection committee will determine the grand prize and runner-up winners. Winners will be notified within two weeks following the submission deadline.

The top two videos in each grade category, along with honorable mentions will be premiered at MassDOT's 2019 Moving Together Transportation Conference on **October 24, 2019**. Winners and school officials will be invited to the luncheon portion of the conference to receive their awards.

The winning applicants' school may be asked to participate in and hold a press event. MassDOT's media team will coordinate and manage event logistics. Additional contest stakeholders may be invited to participate in and speak at this event.

MassDOT reserves the right to change or cancel any or all of the prize elements associated with the contest with good cause. Further, MassDOT reserves the right to edit or even reject the winning entrants' videos. All entrants agree that by submitting their entries in the contest, they give up the right to any compensation for their possible use as a public service announcement or on any other media, social media, news outlets, or any additional viewing source. The winning entrants further agree to be available for media interviews, including having their images used by media outlets,

which may result from publicity surrounding the contest. The winning entrants agree to their photos being used on social media and other such outlets owned or operated by MassDOT and their affiliated organizations and offices. By submitting an entry(ies) the school representative or parent/guardian agrees that they have complied with the school's privacy and media appearance policy for students and staff. Please note that MassDOT will add an overlay to all accepted videos with the video contest name and MassDOT logo.

IMPORTANT – Other Rules and Regulations: The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material, including television programs, videos and music. Anyone who uses copyrighted material without a license or the copyright holder's permission may be held liable for copyright infringement. In order to ensure that your video does not infringe on someone else's copyright, all Safe Streets Smart Trips video submissions must be the original work of the entrant(s), including, but not limited to, any music used, videos shown, photographs displayed or skits performed. Submissions that do not adhere to these guidelines may be disqualified from the contest.

Deadline for Entry Submissions: October 4, 2019

Questions? Contact:

Diane Hanson

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C/O AECOM

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